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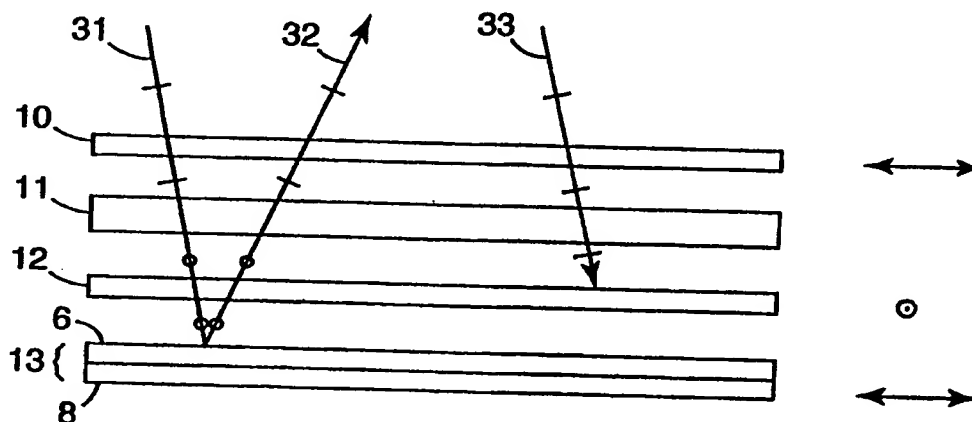
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(54) Title: TRANSFLECTIVE DISPLAYS WITH REFLECTIVE POLARIZING TRANSFLECTOR



(57) Abstract

A transfective is described which increases efficiency and brightness under both ambient and supplemental lighting conditions in visual display applications. In one embodiment, the transfective includes a reflective polarizing element that reflects one polarization of light and transmits the other. In an alternate embodiment, the transfective includes a reflective polarizing element and a diffusing element such that the transfective diffusely reflects light of one polarization and transmits the other. The transfective is useful for both reflective and transfective liquid crystal displays.